The sensory practice in the Tufts University Sensory and Science Center is led by Roy Desrochers, who has over 30 years of experience working with global companies.

What are the effects of changing global conditions on natural ingredients, processes, and consumer goods? How can manufacturers continue to develop and produce successful products? Are consumer expectations for taste and odor changing and how? What are the effects of packaging materials on the sensory properties of food and beverages?

Failure to address these critical questions has major implications, including loss of consumer trust, non-compliance, decreased market share, legal liabilities, and elevated health risks.

Our sensory services provide the information needed to effectively manage these risks and optimize success. For example, we use the original Flavor Profile Method to generate complete sensory blueprints of food products and these detailed blueprints become brand standards. Then we use Profile Attribute Analysis (PAA) to measure critical changes in the sensory properties of these products in the market.

We help clients monitor the sensory quality of ingredients, packaging materials, and final products and provide sensory training to transfer knowledge to their teams. In addition, we conduct Product Attribute Elicitation Method (PEM) sessions to unbundle consumer needs and clearly define what they need and prefer.

**Services**

- Descriptive Sensory Analysis: Flavor Profiling and PAA
- PEM Consumer Insight Sessions
- Sensory and Chemical Product Attribute Authentication (SACPAA)
- Packaging Material Interaction Testing
- Sensory Directed Market Studies
- Sensory Directed Product Development
- Sensory Directed Product Portfolio and Strategy Guidance
- Taste and Odor Problem Investigations
- Sensory Expert Services
- Sensory Education and Training
- Sensory-for-Safety Training
- Sensory Needs Analysis Program (SNAP)